Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009

Message Text

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PAGE 01 PARIS 18678 241629Z
ACTION EB-07

INFO OCT-01 EUR-12 IO-14 ISO-00 AGRE-00 AID-05 USIA-15
COME-00 TRSE-00 EPG-02 PA-02 PRS-01 CEA-01
CIAE-00 FRB-01 INR-07 NSAE-00 SP-02 STR-04 LAB-04
SIL-01 OMB-01 /080 W
----------077043 242002Z /70
R 241627Z JUN 77
FM AMEMBASSY PARIS
TO SECSTATE WASHDC 4719
INFO ALL EC CAPITALS
USMISSION GENEVA

UNCLAS PARIS 18678

E.O. 11652: N/A
TAGS: EPAP ETRD FR
SUBJECT: COFFEE: FRENCH EFFORTS TO REDUCE
CONSUMPTION.

1. THE GOF PROHIBITS ADVERTISING FOR COFFEE ON TELEVISION. THIS MEASURE WENT INTO EFFECT APPROXIMATELY JUNE 1 AND WILL CONTINUE FOR A THREE-MONTH PERIOD. FRENCH TV IS IMPLEMENTING A "SUGGESTION" FROM THE SECRETARY OF STATE FOR CONSUMER AFFAIRS.

2. EFFORTS ARE CURRENTLY UNDER WAY IN PARIS TO PROMOTE A MIXTURE OF 60 PERCENT COFFEE AND 40 PERCENT CHICORY AT COFFEE BARS. THE PRICE PER CUP IS THE SAME AS FOR L00 PERCENT COFFEE. IT IS GENERALLY BELIEVED THAT WHEN A PRICE INCREASE FOR COFFEE IS AUTHORIZED, THE MIXTURE WILL BE HELD AT THE CURRENT PRICE. HOWEVER, MANY BARS ARE NOT OFFERING THE NEW BLEND.

3. NEITHER OF THE ABOVE MEASURES IS EXPECTED TO HAVE A NOTICEEBLE EFFECT ON COFFEE CONSUMPTION. IMPORTS ARE CURRENTLY PROJECTED FOR 1977 AT SIX BILLION
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FRANCS ($1.2 BILLION) COMPARED WITH 3.3 BILLION
FRANCS LAST YEAR.
GAMMON

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NNN

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: COFFEE, CONSUMPTION, PROGRAMS (PROJECTS)
Control Number: n/a
Copy: SINGLE
Sent Date: 24-Jun-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977PARIS18678
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770227-0165
Format: TEL
From: PARIS
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770620/aaaaaqyj.tel
Line Count: 58
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: c84b0477-c288-dd11-92da-001cc4696bcc
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 08-Nov-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2037831
Secure: OPEN
Status: NATIVE
Subject: COFFEE: FRENCH EFFORTS TO REDUCE CONSUMPTION.
TAGS: EPAP, ETRD, FR
To: STATE
Type: TE
vdkvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/c84b0477-c288-dd11-92da-001cc4696bcc
Review Markings:
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